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Office of University Relations

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## ***This Week at GSU***

- 30 Add/drop/late registration, 11 a.m. to 7:30 p.m., main entrance, continuing through May 5 (times vary).
- 30 Retirement reception for Florence Dunson, 1:30 to 3 p.m., Hall of Honors.
- 3 Student Life Taffy Apple Sale, 11 a.m. to 9 p.m., Hall of Governors.
- 4 Arts & crafts network, 12:30 to 2 p.m., Hall of Honors.
- 4 Sensitivity in Multicultural Settings workshop, 4:30 to 7:15 p.m., Hall of Honors.
- 4 Multicultural Fine Arts Fair, 7:30 to 10 p.m., Hall of Governors.

*All events held at University Park campus unless otherwise noted.*

## **Counseling offered**

Tell your troubles to counselors in training.

Counseling can focus on a wide range of situations or problems such as parent/child relationships, depression, stress, communication difficulties, loneliness, lack of self-confidence, unemployment, a death in the family or job changes, or personal growth and family enrichment.

This free counseling program is offered as part of a training program for advanced graduate counseling students.

The sessions will be tape-recorded to assist the student-counselor's training and may be reviewed by supervising faculty or other counselors in training. All material presented during counseling sessions is confidential and available only to the supervising faculty and students in advanced training.

Persons interested in the program can contact the staff at 534-2439.

## ***Master's degree in computer science offered this fall***

The Division of Science will initiate a master of science in computer science degree this fall trimester.

GSU has purchased \$64,000 in new IBM PS-2 equipment for faculty members and Academic Computing Services and \$74,000 in new computer software for this curriculum.

Applied Systems of University Park donated a computer to the division several years ago that will be used as a server for the local network linking the professors' computers together.



*Dr. Ronald Brubaker demonstrates a piece of equipment for the master's in computer science degree program.*

K.C. Wong has been hired as a new faculty member for the program. He will begin work in August and will join Dr. Ronald Brubaker, Dr. Winfried Rudloff, Dr. Jane Wells, Dr. Ali Setork and Dr. Reino Hakala as the professors of computer science.

Two other faculty positions are open following the resignation of Robert Janota who is pursuing a doctorate full time, and Dr. John Hockett who retired in January.

*(Continued on page 3)*

## **GSU's school psychologist program ranks first in Illinois**

Governors State University is building an excellent reputation for itself as the university with the largest school psychologist program among colleges and universities in Illinois.

And the GSU student scores on the state-mandated certification test for school psychologist majors are the highest in the state.

Enrollments in the program have more than doubled the last two years, as the demand for trained school psychologists continues to grow.

*(Continued on page 4)*

## Cafeteria Menu

(Week of April 30 to May 4)

**Monday** - Chicken noodle soup w/1 pkg crackers; chili con carne w/1 pkg crackers; Entree: liver and onions, spaghetti w/meat sauce, salad, garlic toast, seasoned peas and carrots, whipped potatoes.

**Tuesday** - Split pea soup w/1 pkg crackers; chili con carne w/1 pkg crackers; Entree: veal cutlet parmesan, oriental chop suey over rice, seasoned spinach, whipped potatoes.

**Wednesday** - Garden vegetable soup w/1 pkg crackers; chili con carne w/1 pkg crackers; Entree: roast beef aujus, five fried wing dings w/fries and cole slaw, corn O'Brien, whipped potatoes.

**Thursday** - Beef barley soup w/1 pkg crackers; chili con carne w/1 pkg crackers; Entree: potted luncheon steak jardiniere, Italian sausage, tomato sauce, peppers on French bread, seasoned cut broccoli, whipped potatoes.

**Friday** - Specials posted in cafeteria. Entrees include vegetable, potato, roll and butter.

(Menu subject to change)

## Congratulations

To **Dr. Ken Weig** in the Division of Psychology and Counseling and his wife, **Annette**, on the birth of their daughter, **Nicole Marie**, on April 16.

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# Hugh Rank is GSU nominee for 'Distinguished Prof' award

By Marilyn Thomas

**Dr. Hugh "Duke" Rank**, professor

of English in the Division of Humanities and Social Sciences, has been nominated for the "Distinguished Professor Award."

The Board of Governors initiated the award this year. One professor from each of the five BOG institutions was nominated for the honor.

Duke was nominated for his continued work with the English teaching community, his own research and publishing, his concern for students and his abilities to bring American literature to life in the classroom.

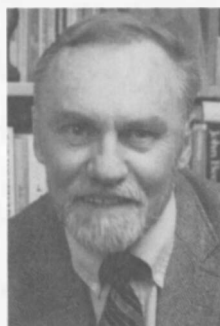
"Dr. Rank's work with students, faculty and his peers makes him an excellent candidate for this honor," said President Leo Goodman-Malamuth II. "His intensity, and thought-provoking ideas and research have stimulated many new theories."

A University Park resident, Duke has been on staff since 1972. His area of expertise is American literature. He also teaches composition, research techniques, persuasion analysis and several graduate seminars.

"He's difficult, demanding. There's no cutting corners with him," one student said, "but you come out of his classes with great insights and knowledge. He's always kept me aware of the fact that he neither would, nor could, accept anything but my best."

Duke earned a bachelor's degree in English and a master's degree in American studies from Notre Dame University before serving as a U.S. Army public information officer in Germany. After his discharge he did public relations work before accepting a teaching fellow position at Notre Dame.

He taught at Arizona State Univer-



Hugh Rank

sity and St. Joseph's College and then accepted a year's Fulbright Teacher Fellowship in Copenhagen, Denmark. While there, Duke wrote a textbook on American studies which is still widely used in Europe. He returned to the United States and completed his doctorate in English in 1969 from Notre Dame University.

He taught at Sacred Heart University before coming to GSU. Some call him GSU's "poet laureate" for his keen interest in poetry and his own works. One of his poems was written for GSU's 10th anniversary and printed in the event's program.

His interest in the political and religious persuasion of 18th Century writers eventually led to study of the language of modern advertising and political rhetoric. One of his major concerns is greater academic attention to the analysis of the language by what he calls "professional persuaders." He calls this his "academic hobby."

In keeping with this hobby, Duke organized the National Council of Teachers of English (NCTE) Committee on Public Doublespeak. Since its organization in 1972, the committee has presented annual "doublespeak" awards calling attention to gross examples of language manipulation by public persuaders.

"Persuasion analysis is neglected in most language textbooks today," he said, "despite the fantastic growth in the amount and sophistication of persuasion on television. Schools need to give more attention to preparing children to understand the techniques of the non-rational persuasion we see all around us."

Although he has written seven books and many scholarly articles, Duke said the most difficult writing for him has been his series of terse, tightly-written one-page teaching aids, designed to be photocopied by classroom teachers. In

(Continued on page 4)

## **The Grapevine**

### **Two awaiting trial for break-ins to GSU vehicles**

Philip Orawiec, acting director of the Department of Public Safety, said two juveniles are awaiting trial for the break-ins to vehicles in GSU parking lots last summer. Orawiec said the two have supplied sworn statements to police that they stole radar detectors from parked cars and trucks as part of an organized ring to illegally acquire the detectors "on order."

The two are in police custody pending trial and sentencing. "Their apprehension should result in a cessation of this most recent aggravation and victimization of GSU patrons," Orawiec said.

The investigation was conducted by University Park Police and GSU's Department of Public Safety.

### **Airport Commission to hold public meeting May 16**

The Illinois-Indiana Regional Airport Commission will conduct another public meeting on the proposed third airport on the GSU campus May 16. The Federal Aviation Administration's scoping session and public discussion forum will begin at 10 a.m. in Engbretson Hall with a meeting of federal, state and local government officials. The public forum meeting will be conducted from 6 to 9 p.m. in the theatre.

### **Crawford active in registrar, admissions meetings**

Dr. Sarah Crawford, GSU's registrar, has been busy working on district, state and national meetings these past months. As chairperson of the northeastern district of the Illinois Association of Collegiate Registrars and Admissions Officers, she organized the group's spring meeting for 80 colleges and universities at Elmhurst College. Work started in October for the March 30 meeting.

GSU presenters were Dick Pride, director of the the office of Admissions and Student Recruitment, Dora Hubbard, assistant director of ASR, and Mehda Sukhatme, assistant director of student information systems, were presenters at the district meeting. Their topic was "Online Transfer Systems for Three Universities."

Dr. Crawford has been a member of IACRAO for several years, and last year served as the northeast district's secretary. As district chairperson, she is also serving on the executive committee for the state IACRAO meeting in October. The three-day meeting will be in Schaumburg, part of the northeast district's area.

She is also a member of the Data Communications Committee of the National Association of Collegiate Registrars and Admissions Officers. The group met in New Orleans recently to plan its presentation on data transmissions for the 1991 national meeting.

### **Join CCC for intramural volleyball, softball games**

Ready for some after-work-hours fun? Join the Campus Community Center for intramural volleyball from 7:30 to 9:30 p.m. Mondays and Thursdays in the gym. These aren't teams-only games. Players of all skill levels are welcome.

If sports activities outdoors is more to your liking now that the weather's getting nice, sign up for GSU softball. Games will be played from 5:30 to 7:30 p.m. Fridays, June 1 to Aug. 10, in the ball fields on campus. If you're interested, call the Campus Community Center staff on extension 2569.

### **Master's degree offered in computer science**

*(Continued from page 1)*

The master's degree in computer science is job-oriented and applications-focused, and built on the existing bachelor's degree in computer science, according to Dr. Edwin Cehelnik, chairperson of the Division of Science.

Applications are being accepted for the first class of 40 students. Michael Komowski in the Registrar's Office is the first to be accepted.

As a growing field, demands for computer scientists have increased by 50 percent even though national enrollment in computer science programs has dropped by 50 percent, Dr. Cehelnik said. Students with bachelor's degrees in computer science have been successful in job searches, but advanced training through a master's degree will be a necessity for most professionals, he added.

Dr. Cehelnik said the degree also can open paths leading to career changes.

The program has a 33-credit-hour thesis option or a 42-credit-hour non-thesis option. Students will be required to take 18-hours in core courses and select from electives for career training.

GSU recognized the need for the master's degree based on job availability and the demand from students. It began planning for the new curriculum in 1987. The program proposal was approved in July 1988 by the Board of Governors of State Colleges and Universities, and in January 1989 by the Illinois Board of Higher Education.

The program will complement the bachelor of science degree in computer science GSU instituted in 1984.

### **Clarification**

Yes, Dr. Helen Beaumont has resigned from the GSU staff, but she is still working on the staff of the Clearbrook Central Center in Rolling Meadows. The center is jointly operated by GSU and Northeastern Illinois University. Dr. Beaumont is now a Northeastern employee.

## GSU program is number one

(Continued from page 1)

Much of the credit for the success of the program goes to **Dr. Sandra Whitaker**, coordinator of the school psychologist program, who revamped the school psychology curriculum bringing course materials up to date and balancing the curriculum between counseling and assessment coursework.

Dr. Whitaker said GSU students in the school psychology program are in high demand because of the emphasis on psychological testing, placement of children with special needs, a growing school-aged population, the influx of foreign-born students, and state and federal mandates that place a greater responsibility for the care of special needs children on the schools.

As responsibilities mushroom, and each school district hires a school psychologist in compliance with state mandates, GSU's students have no trouble finding jobs after graduating from the master's degree program.

Oftentimes, school superintendents contact Dr. Whitaker asking that GSU students complete their one-year internships with their districts.

GSU's program is unique in that it places greater emphasis on child and adolescent counseling, she explained. The program is rigorous. Students complete 55 credit-hours of classroom work including a 90-hour practicum for the master's degree in psychology with emphasis in school psychology.

Students then earn an additional six credit-hours after completing a nine-month internship which grants them state certification as a school psychologist.

Many of the students in the program are former teachers or psychology majors, although students admitted to the program are not restricted to those undergraduate programs.

## GSUings

**Dr. Brian Malec**, acting chair for the Division of Health Administration, being appointed to the Association of University Programs in Health Administration (AUPHA) Management Information Systems Task Force...**Dr. Roger Oden**, chair of the Division of Humanities and Social Sciences, speaking on "Black History through Black Youth: Moving toward the Next Century" as part of the Black History Month program at Jones Memorial Community Center in Chicago Heights...**Dr. Daniel Bernd** of the Division of Humanities and Social Sciences discussing "Iris Murdoch: Novelist or Philosopher" during February at the Park Forest Library...**Dr. Efraim Gil** of the College of Business and Public Administration serving as a consultant on a waste management plan for the Kankakee County Board.

## Staff Directory Change

**Edward Herman** in the mailroom is now a bindery worker I in the printshop and may be reached on extension 2191 or 2192.

## Rank nominated

(Continued from page 2)

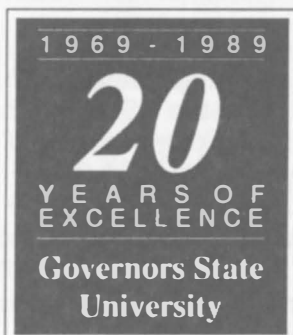
one instance, he compressed more than 200 analytical questions about advertising on one page.

In another teaching aid, the GSU professor adapted a pattern from the classical rhetoric of Aristotle and Cicero into a simple 1-2-3-4-5 "fingertip formula" useful to teach children the basic patterns of persuasion he says are used in ads. Those are: "Hi!", the attention-getting method, "Trust Me," the confidence building method, "You Need," the desire-stimulating method, "Hurry," the urgency-stressing method, and "Buy," the response-seeking method.

He said these teaching aids are often reprinted in textbooks and magazines, as the basis of other writers' analyses.

Duke received the NCTE Orwell Award in 1976 for "distinguished contributions toward honesty and clarity in public language" for his "intensify/downplay" schema. This theory details the various ways persuaders intensify some aspects of language, for example with repetition, association and composition, and downplay other aspects by omission, diversion and confusion.

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